

Interviewing 101

The Interview Checklist

*Preparing to meet
the camera...*

Command Messages

- ♦ ***What are they?***
 - ♦ ***Reason you are conducting the interview***
 - ♦ ***What you need/want to convey***
 - ♦ ***Think in terms of “headlines”***
- ♦ ***Examples:***
 - ♦ ***Condolence***
 - ♦ ***Training/inherent danger***
 - ♦ ***Honor, courage, commitment***
 - ♦ ***Readiness***

Sound Bites

- ♦ *Concise expression of “command message”*
 - ♦ *10-15 seconds long or natural breath*
 - ♦ *“Packaging and bundling”*
 - ♦ *Stand alone*
 - ♦ *Examples...*

Bridging Language

- ♦ ***Return to “command message”***
 - ♦ ***Briefly address question***
 - ♦ ***Create bridge***

- ♦ ***Examples:***
 - ♦ ***“Yes, but I want to point out...”***
 - ♦ ***“The critical issue is...”***
 - ♦ ***“The important thing to remember is...”***

Commercial Break

* *Flubbed Headlines:*

**Louisiana Governor Defends Wife, Gift from
Korean**

New housing for elderly not yet dead

Federal Agents Raid Gun Shop, Find Weapons

Body search reveals \$4,000 in crack

Know Your Interviewer

- ◆ ***Reporter's beat/personality***
 - ◆ ***Military relationship or knowledge***
- ◆ ***Network/Publication***
 - ◆ ***Demographics***
 - ◆ ***Tailored message***
- ◆ ***Resources***
 - ◆ ***Internet/pubs/Early Bird***
 - ◆ ***PAO***

Knowledge

- ◆ ***Have technical information on-hand***
 - ◆ ***Statistics/history/manuals***
- ◆ ***“Hot Potatoes”***
 - ◆ ***Relevant/Irrelevant***
 - ◆ ***Resources: Internet/pubs/PAO***

PAO Assistance

- ◆ ***Public Affairs Guidance (PAG)***
 - ◆ ***“Q’s and A’s”***
- ◆ ***Rehearse***
- ◆ ***Ground Rules***
 - ◆ ***Subjects/timeline/releasable info***
- ◆ ***Monitor Interview***

During the Interview

- ◆ *Feelings*
 - ◆ *Opportunity*
 - ◆ *Sincerity*
- ◆ *Analysis*
 - ◆ *Public interest viewpoint*
- ◆ *Tone*
 - ◆ *Conversational*
- ◆ *Energy*
 - ◆ *High level/controlled*

On-Camera Tips

- ◆ *Location*
 - ◆ *Relevant to subject*
 - ◆ *Uncluttered*
- ◆ *Physical appearance*
 - ◆ *Uniform*
 - ◆ *Hand/Body movement*
 - ◆ *Microphone*

On-Camera Tips

- ♦ *Speech*
 - ♦ ***Never say “No comment”***
 - ♦ ***Don’t repeat negative words/phrases***
 - ♦ ***Starting over***
 - ♦ ***Never “off the record”***

Be the Expert

- ♦ ***Talk about what you know***
 - ♦ ***Subject Matter Expert***
 - ♦ ***Reporter's facts/figures***
 - ♦ ***Don't speculate***
- ♦ ***Be candid, concise, clear***
- ♦ ***You are the Marine Corps***
 - ♦ ***Minimal personal opinions***

You are ready to
meet the camera!
